## **CLAIMS**

## What is Claimed is:

1. A frictional forced power transmission belt for transmitting power with a belt body thereof wound around and in contact with a pulley,

wherein at least a contact part of the belt body with a pulley is formed of a rubber composition which contains ethylene- $\alpha$ -olefin elastomer as a rubber component but contains substantially no short fibers and which has a rubber hardness of not less than 80 but less than 95 when measured with a type A durometer in conformity with JIS K6253.

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- 2. The frictional forced power transmission belt of Claim 1, wherein the ethylene-α-olefin elastomer has an ethylene content less than 75%.
- 3. The frictional forced power transmission belt of Claim 1, wherein the ethylene-α-olefin
  elastomer forming the belt body is cross-linked with an organic peroxide.
  - 4. The frictional forced power transmission belt of Claim 1, wherein the belt body is a V-ribbed belt body.
- 5. A belt drive system comprising:
  - a plurality of pulleys; and
  - a frictional forced power transmission belt whose belt body is wound around and in contact with at least one of the plurality of pulleys,

wherein at least a contact part of the belt body with the pulley is formed of a rubber composition which contains ethylene-α-olefin elastomer as a rubber component but contains substantially no short fibers and which has a rubber hardness of not less than 80 but less than 95 when measured with a type A durometer in conformity with JIS K6253.